# Media Trust Impact Report | 2020

MediaTrust

# Introduction from our CEO

## I'm delighted to share this report highlighting Media Trust's impact in 2020.

This year was obviously one of seismic change. The three major factors at play which vindicate our existence and are shaping our priorities going forward, are all about inequality: First - there's never been a more critical time for marginalised communities to tell their story. Covid and #BlackLivesMatter have underscored how we need to do a better job of listening to voices of people with lived experience. Secondly - the accelerated pace of digital migration has left many charities feeling unprepared. Thirdly – youth unemployment looks set to explode and young people from disadvantaged backgrounds are likely to be the most impacted.

All of this has given an urgency to our mission at Media Trust – to connect the media and creative sectors with charities, under-represented communities and young people to ensure they have a stronger voice while helping the media industry to be more responsive, responsible and representative. Because we believe it's only by giving everyone a voice that we'll get to a more equal society.

We've been on an incredible journey over the past 12 months. In the process of adapting and pivoting our training and other activity to a virtual format, we've learnt a huge amount and forged even closer ties with our industry partners, the funders, charities and young people we work with. It's also brought the Media Trust team closer together and fired up our sense of purpose and urgency about what we do.

It's this collaboration with partners and the commitment of the team that's allowed us to ramp up our activity even in the face of the pandemic. I'm particularly proud of our rapid-response in the early months of lockdown when we arranged free webinars for hundreds of charities looking to get up to speed quickly with digital comms and social media, followed by our first ever three-week Digital Summer School for Charities which almost 200 charities attended.

But whether it's our capacity-building programmes for charities, our programmes empowering diverse and disadvantaged young people, our initiatives to reframe disability or our matching of media industry volunteers and mentors with charities and young people, as you'll see from this Report, over the course of the year, we significantly increased the number of new programmes and initiatives we run, the organisations and individuals we work with, and the best practice guides and other resources we publish – and ultimately, the positive changes we're able to effect.

In closing, it feels like 2020 has been an opportunity to take stock, make changes and build a more equal society. If that aligns with your organisation's mission and values, we'd love to be part of your journey and for you to be part of ours in 2021.

Thank you again for your ongoing support. Plus a big thank you to Jenna Revell and the team at dentsu studio for generously donating their time to design this report.

**Su-Mei Thompson CEO, Media Trust**

# Media Trust in numbers

**906**

**VOLUNTEERS**

supported our work

**4229**

**HOURS VOLUNTEERED**

by media, creative, and tech industry volunteers

**179**

**EVENTS DELIVERED**

including workshops, masterclasses, training and mentoring

**982**

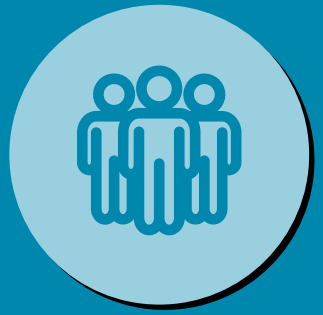
**YOUNG PEOPLE SUPPORTED**

through our programmes, events, training and mentoring

**3148**

**CHARITY PROFESSIONALS SUPPORTED**

through our programmes, events, training and mentoring



**5638**

**EVENT ATTENDEES**

across all our programmes

**598,712**

**ZOOM MINUTES**

the Media Trust team spent delivering events

**NUMEROUS**

**ZOOM TECH GLITCHES**

"you're on mute!"

# Quick-fire Covid Response

In March 2020, we partnered with CharityComms to launch our **COVID-19 Charity Communications Survey** to uncover the key comms challenges charities were facing as they went into lockdown.

We had over 200 charity responses. 98% of charities told us they were struggling with communications and 97% said they would like appropriate pro-bono or volunteer comms support.

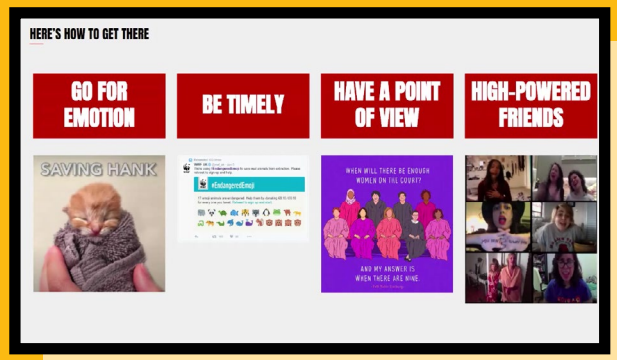
**Media Trust used the Survey insights to launch our Covid Communications Support response for charities:**

- Our series of 7 free virtual training sessions led by expert volunteers from Media Trust's partners and attended by a total of 1,436 charities
- Our Digital Summer School for 193 charities supported by over 60 digital volunteers that ran for three weeks in August

In addition, since March 2020 we have seen a significant spike in demand for Media Trust support from charities across the UK with a **132%** increase in charities signing up to our **Volunteer Platform** for help.

The increased demand for support was met, with a **280%** increase in media and creative professionals signing up to volunteer with Media Trust.

CharityComms



## Covid Response Communications Training

**2173**

**Charity Professionals trained May - July**

- **Twitter 101**
- **Pitching in a Pandemic**
- **Engaging Audiences**
- **Social Media Content Strategy**
- **Writing For Social Media**
- **Getting Started With Analytics**
- **Digital Marketing Strategy**



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# Media Trust Digital Summer School

**193**
CHARITIES TRAINED OVER 3 WEEKS

**57%**
OF CHARITIES TRAINED ARE LED BY OR SUPPORT PEOPLE OF COLOUR

**64**
DIGITAL EXPERTS PROVIDED MENTORING SUPPORT FOR CHARITIES

**25+**
HOURS OF LEARNING PER CHARITY

**17**
LEARNING RESOURCES SHARED

**163.5**
HOURS OF ADVICE AND SUPPORT WERE PROVIDED

## Summer School Impact Data

**650%**
**increase in digital skills confidence**

**91%**
**increase in Resource Hub page views**

**90%**
'strongly agreed' or 'agreed' that they feel **confident to use digital tools and platforms** at work

**83%**
'strongly agreed' and 'agreed' that the **Digital Summer School will help their organisation respond to Covid**



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# Media Trust Digital Summer School

**Media Trust Digital Summer School has been an explosion of learning, cutting through a complicated topic with informative content and handy tips that will transform how my charity communicates from today on!**

Charity Participant

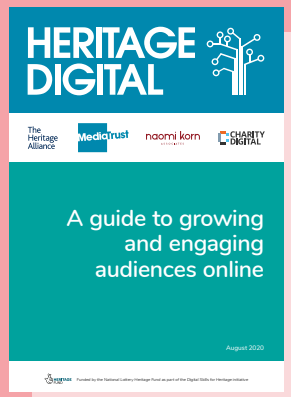
## Thank you to all the charities, trainers, mentors and sponsors for your support

**Thank you to Facebook for sponsoring places for 20 Black, Asian and minority ethnic led organisations and to Lloyds Bank Foundation for sponsoring 40 places for small charities.**

# Building digital literacy across the heritage sector

In June, we were part of the consortium that launched **Heritage Digital**, a new project supported by the National Lottery Heritage Fund's Digital Skills for Heritage initiative, which aims to increase free digital skills training and support available to heritage organisations. Media Trust is part of a unique consortium led by The Heritage Alliance, alongside Charity Digital and Naomi Korn Associates. Our role is to design and create a series of bespoke training, online guides, and resources to upskill the sector and build digital resilience.

**Click to read our published guides**



**77% of respondents rated their organisation's digital skills levels as acceptable/poor/very poor, according to last year's Heritage Digital 2019 Digital Skills Survey, underlining the sector's lack of digital maturity.**

This is a transformational time for the sector as the opportunities that digital offers will help future-proof heritage organisations and enable them to engage with wider and more diverse audiences going forward.

## Since June, we have:

**Trained 883 heritage organisations**

**Hosted three webinars and three workshops**

**Delivered a virtual conference on Digital Strategy**

**Produced four guides**

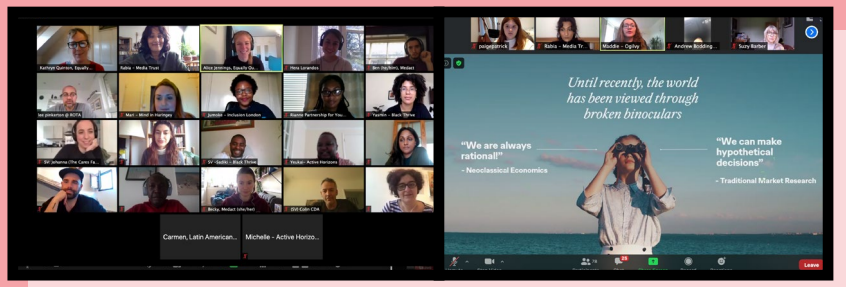
# Stronger Voices

October saw the launch of the third year of our **Stronger Voices** programme, in partnership with Equally Ours, to strengthen the voices of equality organisations across London.

Funded by City Bridge Trust, the programme includes masterclasses for the wider equality sector led by Ogilvy on applying behavioural science to charity communications and Twitter on how charities can optimise their use of Twitter. The programme will also provide 15 equality organisations with six months of strategic communications training and mentoring. This year, we are partnering with new training partners like Gal-dem, Neon Network and Campaign Bootcamp that are known for their commitment to supporting diverse voices, alongside longstanding partners like Google.

This year, we reserved 60% of the 15 spaces for charities supporting communities of colour and/or are dedicated to tackling racial disparities. We're very excited to be supporting a fantastic group of 15 organisations carrying out important work in the equalities sector.

## Meet our Stronger Voices charities




> **Taking part in this programme will enable us to talk about our vital work, but equally importantly, help us amplify our voice to shape the national narrative on loneliness and community connection across the UK.**

Johanna Brook,
Head of Communications,
The Cares Family

# Reframing disability

This year, one of our key priorities has been to tackle the under-representation of disability in the media, working in partnership with major broadcasters like the BBC and Channel 4, and disability organisations like Disability Rights UK, Scope and Mind.

We decided to start with broadcast news where disabled people are largely invisible. Although 20% of us have a disability and there are disabled people who are experts in every area of life, you hardly ever see a disabled person being interviewed on the news unless the story is about disability. This lack of representation means important stories risk going un-reported, disabled talent going unrecognised and negative attitudes towards disability going unchallenged.

Media Trust received funding under the Government's Future News Fund to run a pilot programme to Reframe Disability in the News and we approached the BBC's 50:50 project to partner with us after seeing how they successfully increased women's voices across BBC news programmes.

Media Trust went on a recruitment drive to find disabled potential expert contributors and we provided them with specially designed media training as well as the opportunity to network informally with reporters. Once they'd completed the training, we encouraged them to apply to be included in the BBC's expert contributor database. We also rolled out disability awareness training for BBC newsrooms and journalists to help them overcome biases and barriers to approaching and interviewing disabled experts, as well as guidance on what sort of reasonable adjustments they should be offering and appropriate language to use.

Research from Scope and their 'We Won't Be Forgotten' campaign underscores how the disabled community have felt left out of the conversation over the last six months. At a time when we're seeing a huge re-set of policies and the re-prioritisation of funding in respect of everything from public transport to workplace health and safety to investment in our digital infrastructure, it's more essential now than ever that disabled organisations and people with lived experience of disability are being listened to.

Read the best practice guides we published and our Reframing Disability Impact Report.

**Newsrooms and Reporters**

**Supporting disabled experts**

**Employers and PR teams**

**Impact Report**

REFRAMING DISABILITY

Media Trust

In partnership with 50:50 THE EQUALITY PROJECT

**There has been demonstrable impact of the BBC and Media Trust partnership including through our jointly developed disability awareness training for journalists. It is engaging as it is relevant and will be rolled out for BBC content-makers.**

Nina Goswami, Creative Diversity Lead, BBC

# Mentoring future leaders

This year, we've matched hundreds of young people with mentors from across the media, creative and tech sectors. We know that mentoring can have a profound impact on young people's lives, open doors and build resilience but we've also seen how much mentors have gained by the experience. There's arguably no better thing to do if you're serious about wanting to support diversity initiatives, learn about allyship, and drive positive change in your workplace and communities.

Our **Media Trust & ScreenSkills Emerging Talent Mentoring Programme** is levelling the playing field for young talent aged 18-30 from diverse backgrounds and providing the UK screen industries with a more inclusive talent pool. This year, we matched over 50 mentees with industry mentors and we're particularly proud of the diversity of the mentee cohort.

We also arranged for 25 of our youth alumni in our Emerging Leaders Network from London, Manchester and Birmingham to receive six months of mentoring, personalised career support and advice on finding their dream job.

## GIANNE

Gianne, a 24 year-old creative from East London needed a mentor to help her explore roles within the media and creative industry which matched her skillset. Her mentor, Monica Manoras, Head of Account Sales at Twitter, helped her develop a CV and cover letter, and prep for interviews. The pair researched job opportunities which matched Gianne's passions and allowed her to leverage her previous experience. The mentorship and professional development training Gianne received through Media Trust has just landed her a job at MediaCom as a Digital Executive.

## TOBY

After winning Breaking Into News 2019, Toby moved to Leeds for six months to work for ITV Calendar. During that time, he worked on ITV's UK election coverage and trained to be a Production Journalist. When Covid hit, he was furloughed and used the time to complete his NCTJ qualification. In August, Toby began a six-week contract working for ITV Meridian on his home patch, which has since turned into a permanent position. He continues to blog about his recovery from addiction and delivers talks in schools about the dangers.

# Building the next generation of creative young Londoners

**Creativity Works** is a free, intensive 10-week programme of high-impact media masterclasses and employment skills training for young Londoners who are not in employment, education, or training.

Funded by Mayor's Fund for London, Berkeley Foundation, and Citi Foundation, we've just celebrated our 10th season of the programme. Over the course of the last 10 seasons, we've delivered over 2500 hours of media masterclasses, expert training and skills workshops, involving 75 industry partners and hundreds of staff volunteers and mentors. The programme has been a huge success in contributing to the diversity of talent entering the industry, with our 700 young trainees moving into further education or paid jobs after completing the programme.

This summer, we were also delighted to support the Mayor's Fund for London on a Creativity Works NY-LON initiative which saw our young people create and share lockdown stories online with young people in New York.

**Watch a highlights video from Creativity Works Season 10**

## Where they are now...

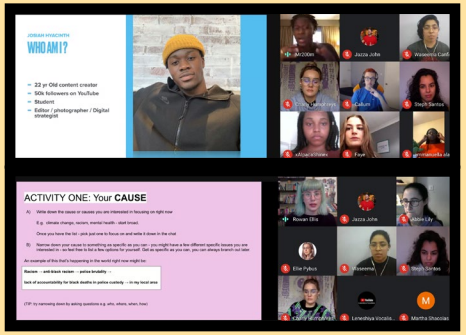
**Janay Marie Davis, Sony Music**

**Ranel Felix, Vice News**

**Jeevan Rihal, Edelman**

# Telling powerful stories through vlogging

**Vlogstar Challenge** is a unique competition and training initiative run by Media Trust and the Jack Petchey Foundation, in partnership with YouTube and the Evening Standard, that equips young people with the skills to be heard on social media. We harness the passion and creativity of young people in London and Essex and provide them with the technical and communications skills they need to create content, develop their voice, and share their passions with new audiences.




This year, we've trained over 700 young people to create meaningful vlogs about their communities and lived experiences. In addition to face-to-face training, when COVID hit, we created a free online training resource pack for young people to access at home in their own time.

**Watch 2020 highlights video**

**Watch grand final showcase**

**Vlogstar Hull**

In August, Media Trust partnered with charity FASTN and local youth organisations to provide 20 young people based in and around Hull with online masterclasses in video making and public speaking. The young people created vlogs with a focus on the healthy, dependable relationships which have kept them mentally and physically well during 2020.

In September, the young people showcased their vlogs to a virtual audience of youth workers, local councillors, parliament youth members, BBC teams, and more. They spoke from the heart with personal and sensitive vlogs which demonstrated the expert editing and storytelling skills they'd acquired through the programme.

**Watch Vlogstar Hull showcase**

# Joining in the conversation

## Roundtable on Digital Innovation in the Charity Sector

In July, Media Trust and NPC convened a virtual roundtable to explore what funders and government can do to bridge the digital divide and opportunities for greater collaboration. The event was chaired by **James Harding** from Tortoise Media and the speakers included **Matt Brittin** from Google and Media Trust trustee, **Gary Coyle** from DCMS, **Javed Khan** from Barnado's, **Tris Lumley** from NPC, **Moira Sinclair** from the Paul Hamlyn Foundation and **Dan Sutch** from CAST.

**Read the discussion summary here**

## Upfronts on Creative Diversity

In October, Media Trust CEO, **Su-Mei Thompson**, was featured on a panel alongside **June Sarpong** and **Keith Weed** as part of Facebook's #IABUpfronts event hosted by **Ian Edwards** from Facebook and a Media trust Trustee. The panel discussed the importance of creative diversity, why representation matters and what brands and businesses can do to actively initiate change.

**Read the discussion summary here**

## The BBC's 50:50 The Equality Project's Challenge Launch

In October, Media Trust CEO, **Su-Mei Thompson** and Reframing Disability Programme Manager, **Chris Pike**, spoke at the launch of the BBC's 50:50 Equality Project Challenge. The event was moderated by **Ros Atkins**, presenter of Outside Source and the founder of the BBC's 50:50 Project.

**Watch the panel here**

## Lunch and Learn

In July, we were delighted to be invited by London Funders to share the findings of our survey on the biggest Covid-related comms challenges charities are facing with their members. **Jenny Walton**, Director of Charity Services at Media Trust, spoke at the session alongside our invited guest speakers - **Kathryn White** of Ealing Mencap and **Zahra Ibrahim** of Excel Women's Centre.

## Reframing Disability

In November, Media Trust CEO **Su-Mei Thompson** was a panellist for a series of discussions organised by the BBC's Creative Diversity team on disability representation, timed to coincide with the 25th anniversary of the Disability Discrimination Act. Other speakers included disabled actors and disability campaigners **Sophie Morgan**, **Greg Nugent**, **Adam Pearson**, **Julian Robertson** and **Anna Wafula Strike**.

**Watch the panel here**

# Leaders in our field

In June, we were delighted to win 'Industry Partner of the Year' at the Campaign Publishing Awards, recognising how we are working to strengthen CSR and diversity and inclusion initiatives within the media sector.

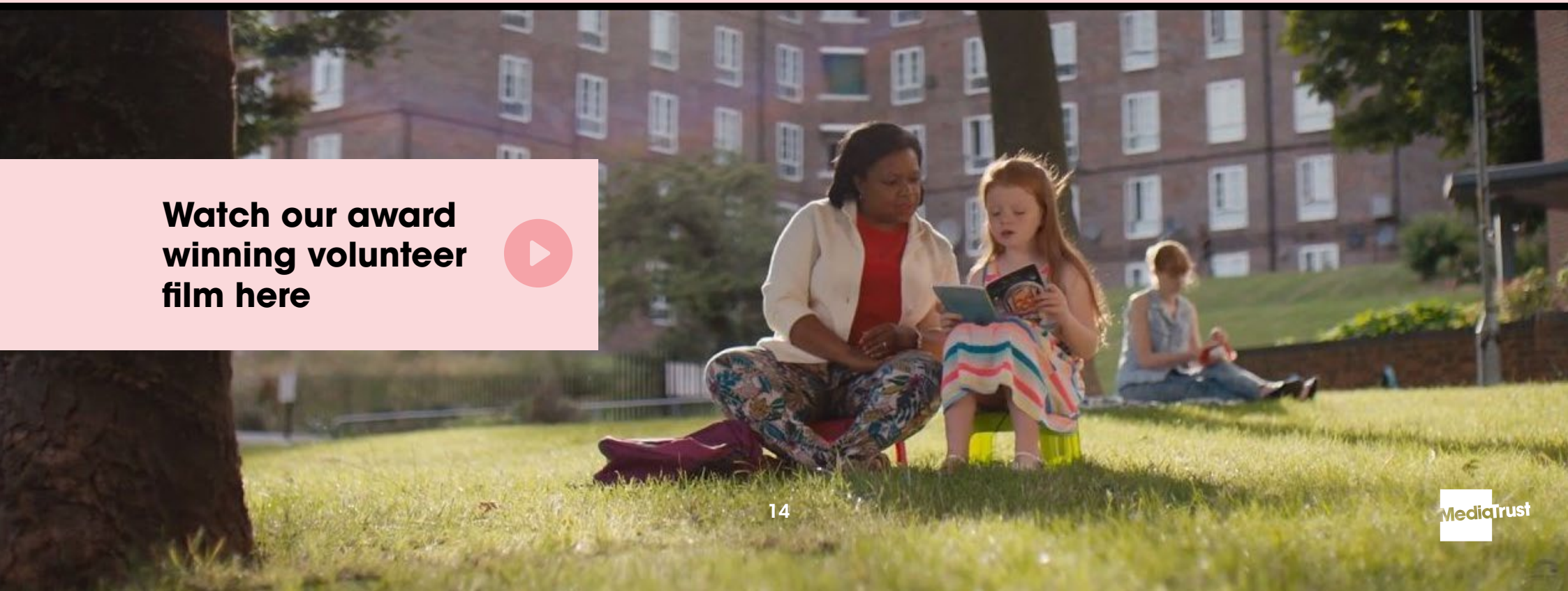
**Read about our award here**

In October, we won 'Best Charity Film' at the Third Sector Excellence Awards for #WordsTakeYouPlaces, a film we produced for children's literacy charity Doorstep Library.

**Read about our volunteer films here**

We were honoured to be selected as IAB UK's official charity partner for 2020.

iab UK



**Watch our award winning volunteer film here**



Media Trust

# Thank you to all our industry partners

**Here are just some of our fantastic industry partners who provide volunteers, mentors, trainers, funding and other resources.**

# Looking forward

## We're extremely excited about all the activity we've already lined up for 2021.

In the first quarter of the year, we have three new programmes poised to launch. First, we have our new Digital Comms Programme in partnership with Google's Digital Garage which will prioritise charities serving communities and regions that have been impacted by economic dislocation and technological disintermediation. We'll also be launching two new sector-focused programmes – Communicating Climate for the environmental sector and Headlining Mental Health for mental health charities.

On the youth front, we'll be building on our existing Media Trust & ScreenSkills Emerging Talent Mentoring Programme to launch a new mentoring programme in January in partnership with ITV and ScreenSkills that will focus on early-stage talent.

With the ramp up in our training programmes, a project that we're very excited about is the work that J.P. Morgan's Force for Good team are doing to build a bespoke Learning Management System (LMS) for Media Trust which we hope will be up and running by the end of 2021. This will be transformational for Media Trust and really enhance the learning journey of the charities and young people we work with.

We hope you've enjoyed this update and we also hope we've inspired and encouraged you to continue to support Media Trust and to get involved in our work.

At Media Trust, every day, we witness the power of collaboration and the extraordinary social impact it can have. As a small charity with big ambitions, we need the support of our partners and the expertise and time of the wider industry to really make a difference. If you'd like to get involved in any of our current activities or if you have ideas for new programmes or initiatives we can work on together, we'd love to hear from you.

***The Media Trust Team***

MediaTrust

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